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Analisis Kepuasan Wajib Pajak Kendaraan Bermotor terhadap Kualitas Pelayanan Jasa di Kantor Samsat Payakumbuh

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ABSTRACT

This research is about satisfaction of motor vehicle tax payers with interested administration system/ Sistem Administrasi Satu Atap (SAMSAT) Payakumbuh. Service are an activity offered by organization individual to consumen / tax payer it's in tangible and cannot be owned. Service are the main trigger of tax payers dissatisfaction. Population used in this research is the motor vehicle tax payer who own two wheels vehicle chosen by simple random sampling. This research consist of variable, tangible, reliability, responsiveness, assurance, and empathy and the dependent variable is tax payers satisfaction. The research conclude that tax payers satisfied with SAMSAT services. Because all of the variable indicator are positive and value determination coefficient shows that tax payers satisfaction is 95,1%. It shows that the quality of the service is upgrade parallel with tax payer satisfaction.

Keyword : tangible, reliability, responsiveness, assurance, emphaty, and payers satisfaction